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(54) **Method and system for selling and purchasing media advertising over a distributed communication network.**

(57) A method and system for buying and selling media advertising units over a distributed communication network, such as the Internet, provides a server on network including a database containing information pertaining to available advertising units, such as advertising time slots in television programming schedules, provided by media content providers. The server provides buyers of the advertising units access to the database over the network, whereby buyers may search the database and make bids to the sellers for selected advertising units. Sellers of advertising units access the database over said network to enter the information, receive bids entered by buyers, accept bids, and enter contracts into the server for communication to buyers over the network.

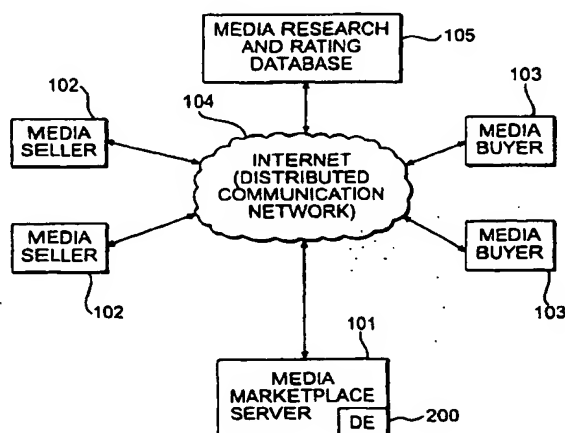


FIG. 1

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## Description

### BACKGROUND OF THE INVENTION

#### Field of the Invention

[0001] The present invention relates generally to methods and systems for conducting commercial transactions over a distributed communication network, such as the Internet, and more specifically, the World Wide Web. More particularly, the present invention relates to a method and system wherein media companies and media advertising purchasers are able to sell and buy media advertising time or media advertising space, or a combination of advertising time and space, on a local, nationwide, or worldwide basis from a single site on a distributed communication network.

#### Background and State of the Art

[0002] The impact of developments in information technology and digital technology on the broadcasting and mass media communication industry is in its infancy. The advent and rapid development of the Internet and advanced digital television technologies herald an exponential increase in the number of communication, entertainment and information resources over those existing today.

[0003] This increase in media content will bring with it a concomitant expansion in advertising "shelf-space." The broadcast television audience, already splintered, will continue to fragment to other information/entertainment sources. Advertisers will need to become more astute in making media buying decisions to achieve their goal: that is, to reach their target audience in the most efficient manner possible.

[0004] The present system for the media (e.g., television and radio) advertising market is dominated by media agencies that sell advertising time for the media companies, and by the internal sales forces of the media companies themselves. Each month, more options become available for media advertising placement, which buyers or advertising time do not presently have sufficient tools to evaluate. The entrenched agency/client relationship has caused media advertising, especially television advertising, to be overpriced in terms of its cost per thousand viewers (CPM). Advertising agencies buy particular media time for their clients based on their level of comfort with the research model that supports the medium, and not because it represents the most efficient way for the advertiser to reach its demographically targeted audience. This model is further reinforced by the bundling of media availabilities by media representatives for sale to buyers in packages, rather than selling the availabilities individually.

[0005] With the state of the advertising audience being as fragmented as it is, only to grow more so in the future, it is no longer sufficient for advertisers to reach

just large numbers of viewers. Rather, there is a need for media advertising purchases to be closely targeted to a marketer's demographic. What is needed is a model that takes into account the broadcast networks' loss of share, the fast growth of new media platforms to reach audiences, and the blossoming digital environment which will create even more content viewing choices. Presently, no such model exists. Recent consolidations in the media representation industry has actually left media sellers with less options to sell their inventory of advertising time.

[0006] Another problem in the art pertains to advertising time that has been paid for by the buyer, but during which the buyer's advertisement or commercial did not air. This can be caused by a number of different factors, such as preemption by live events or special bulletins, power outages, errors and the like. For any such advertisement or commercial, the seller must "make good" on the contract by running or airing the buyer's advertisement at a later time, without further cost to the buyer. The seller must keep track of these "makegoods" in the buyer's account by crediting the buyer each time a paid commercial has failed to run for whatever reason. More importantly, the buyer wishes to be able to verify that advertising time paid for was actually used to run the buyer's advertisement or commercial during the time and/or day specified in the contract. Conventionally, this has proved to be a daunting and costly task, especially in cases where the buyer may have multiple commercials or advertisements running in different geographical markets, at different times, over different days, and perhaps multiple times per day. There exists a need in the art to simply and reduce the burden and expense to the buyer to verify that he has gotten what he has already paid for.

#### SUMMARY OF THE INVENTION

[0007] The present invention provides a solution to the problems and shortcomings in the art as described above, by providing a method and system for bringing media sellers and media buyers together at a central location over a distributed communication network, such as a server or whereby media advertising sellers are able to list their available advertising inventory (known as "avails" in the industry), media advertising buyers are able to input desired parameters of an advertising purchase, such as total budget, percentage of the budget to be spent by media type, desired demographics, cost per viewer (CPP), cost per thousand viewers (CPM), geographic region, and time period, and automatically retrieve matching avail results. Buyers are able to view demographic information for the available media (as compiled by demographic research entities), schedule purchases according to the budget, media split and desired demographics, and vary parameters within the search results to obtain a number of different scenarios. Buyers also are able to view previous book-

ings by quarter (or other time period) for particular avails, and previous offers for similar avails.

[0008] The present invention further provides a method and system wherein the central server enables buyers to make offers to media sellers on particular avails or groups of avails on-line, allows media sellers to receive all offers on-line and accept specific offers, modify specific offers, and enables the buyers to execute media purchase contracts and submit payment on-line. The system may interface directly with the accounting/ledger systems of sellers and buyers, whereby payment may be passed through the server directly to the seller from the buyer, and automatically update the parties' financial and accounting records.

[0009] The present invention further provides automatic verification for buyers that their ad or commercial actually ran according to the contract. The invention further provides a makegood bank wherein account of credits owed to a media buyer are automatically kept.

[0010] According to another aspect of the invention, buyers are able to upload to the server the actual commercial or advertisement in digital form, such as MPEG, AVI, JPEG, TIF, GIF, BMP, Targa, etc. The seller then downloads the content in conjunction with the executed contract, and runs or plays the content during the specified time(s).

[0011] More particularly, the present invention provides a method for buying and selling media advertising units over a distributed communication network, including the steps of providing a server on the network, the server including a database containing information pertaining to available advertising units in conjunction with specific media content provided by media content providers, providing buyers of the advertising units access to the database over the network, whereby the buyers may enter desired search parameters into a search engine and receive search results indicating particular advertising units meeting the search criteria, the server further receiving bids on advertising units selected by buyers from the search, and communicating the bids to sellers of the advertising units, and providing sellers of the advertising units access to the database over the network, whereby the sellers may enter the information, receive bids entered by the buyers, accept the bids, modify the bids, and enter contracts into the server for communication to the buyers. According to another aspect of the invention, a system is provided to carry the above described method.

#### **BRIEF DESCRIPTION OF THE DRAWINGS**

[0012] The present invention will become more fully understood from the following detailed description of the preferred embodiments in conjunction with the accompanying drawings, in which:

FIG. 1 is a block diagram of a system for selling and purchasing media advertising over a distributed

communication network, according to one preferred embodiment of the invention;

FIG. 2 is a block diagram of a database contained the media marketplace server of Fig. 1, according to one preferred embodiment;

FIG. 3 is a logical data model diagram of a method and system according to one embodiment of the present invention;

FIGS. 4A-4T are diagrams of buyer process flows in the form of screen displays, according to one embodiment of the invention;

FIGS. 5A-5R are diagrams of seller process flows in the form of screen displays, according to one embodiment of the invention;

FIG. 6 is a flow diagram of process for automatically transferring advertisement content from a buyer to a seller in conjunction with the execution of a media purchase contract, according to the present invention; and

FIG. 7 is a block diagram of a digital delivery system for transferring advertising content according to one embodiment of the present invention.

#### **DETAILED DESCRIPTION OF THE PREFERRED EMBODIMENTS**

[0013] Fig. 1 is a block diagram of a system for selling and purchasing media advertising over a distributed communication network. A media marketplace server 101 is connected to multiple media seller clients 102 and media buyer clients 103 over distributed communication network 104. In the preferred embodiment of the invention, the network is the Internet, and more specifically the World Wide Web. However, for purposes of the invention, the network may be any distributed network that enables communication between servers and client stations.

[0014] The media marketplace server is also connected to a media research/rating database 105. The research database 105 represents media demographics and/or ratings information obtained by such firms as Nielsen (television), Arbitron (radio), IPro and NetGravity (World Wide Web), for content such as television and radio programming, Internet content, etc. For purposes of disclosure, the present invention will be described in the context of television advertising. However, the applicability of the present invention is not limited to television and in fact contemplates radio and Internet content providers, as well as publications such as magazines, newspapers, and periodicals, and can be extended to other spatial media providers such as billboard owners, transit companies, retailers, universities, or any other entity having the capacity to present advertising targeted to a specific demographic. For example, in the case of print media, advertising availabilities would be classified in terms of type of publication, section of newspaper, day of week of publication (newspaper), location within publication (magazine), month of publi-

cation, etc. For spatial advertisers, availabilities would be classified by such parameters as demographics, location, and exposure (number of viewers per period of time). Hereinafter, advertising time or advertising space will be referred to generically as an advertising unit.

**[0015]** The server 101 can be any type of known computer server system, such as products manufactured by Sun Microsystems, Hewlett-Packard, IBM or other manufacturers. The server 101 includes a database 200, containing data including the data shown in Fig. 2. Database 200 is preferably a Relational Database Management system (RDBM), such as marketed by Oracle, Sybase or other provider. In the preferred embodiment, the database is implemented as an Oracle RDBMS on a Sun Microsystems UNIX platform. However, other equivalent platforms may be used without departing from the scope of the invention.

**[0016]** As shown in Fig. 2, database 200 contains data records 201 pertaining to media buyers, media seller records 202, contract records 203, media (e.g., programming) schedule records 204, demographic/ratings records 205, buyer bid records 206, a smart agent search engine 207, publisher records 208, World Wide Web content provider records 209, a make-good bank 210, accounting system interface records 211, and advertising content (such as commercials and advertisements uploaded by buyers) 212.

**[0017]** The fundamental logical data model of the system is presented in Fig. 3. These logical items consist of business entities, attributes, and relationships between entities and attributes. The entities, attributes and relationships are used to define the database and to ensure that paths exist in the database to the information required by the end users (i.e., media sellers and media buyers). The logical data model presented here is for purposes of full disclosure only, and is not intended to limit the possible logical data models that can be used in conjunction with the present invention.

**[0018]** Buyer 301 represents an individual in charge of buying advertising time or advertising space for a particular client, such as General Electric, and may also be responsible for multiple client accounts, such as an individual at an advertising agency. Buyer group number 302 represents individuals who can purchase on behalf of a single buyer for a specific client account or accounts.

**[0019]** Account Executive 303 represents a person in charge of actually attending to client accounts, such as tending to contracts between buyer and seller. Seller 305 represents, for example, a television network or television station with advertising inventory avails, or an agent acting on behalf of one or a number of stations independently. Contact 304 represents a parent record of Buyer 301 and Seller 305, and contains general information for both child entries, such as name, address, and telephone number. Daypart Card 306 represents dayparts defined by the seller for the particular station or network. The daypart card 331 is associated with

Daypart entry 331, which contains a reference list of daypart names representing type of programming occurring at different times of day, e.g., early fringe, soap opera, prime time, etc. According to a preferred embodiment of the invention, the entire programming schedule of the station is already entered into the system by the marketplace server provider, for a predetermined time period, which may range anywhere from one quarter to ten or more years.

**[0020]** Rate Card 307 is a seller-developed cost per point for programs and times. The rate card may be divided into available category (such as preemptable, preemptable with notice, non-preemptable, etc.), and is usually developed by quarter (i.e., three month period) but may be changed weekly or more frequently. Make Good Offer 308 represents an offer from either the buyer or seller using make-good demographic points as currency for the purchase or buy.

**[0021]** Client Account 309 is an entry that contains the name of the advertiser for whom the buyer is buying. The Client Name Table 310 is a list that associates client names with client codes for translational purposes within the operating program. Budget 311 contains the amount of money allocated by a client for a buyer to spend on a particular avail purchase or on a campaign. Campaign 312 contains targeted buy request information from a client, such as pertaining to a particular product, time of year (e.g., Christmas season), a product launch, or product visibility throughout the year. Product Name Table 313 is a list that associates product names with product codes for translational purposes. Shopping List 314 contains a grouping of selected "avails," or available advertising time slots, to be bid upon by a particular buyer or account executive for a particular buy.

**[0022]** Program Listing 320 contains a schedule of shows and showtimes for the seller. Avail 319 indicates a piece of time available for a commercial to be shown during a program. Show Aired Status entry 321 indicates whether the commercial aired or not. If not, then credit is due to the buyer and will be reflected in the make-good bank in the client account. The aired status is determined by obtaining data on aired commercials from providers such as Competitive Media Research (CMR), Nielsen Sigma Services, or Wink.

**[0023]** Buyer Bid 315 contains a specification of information such as rating points, demographic, and frequency of the commercial on the show, from a buyer to a seller regarding an avail or group of avails. Avail Bid 319 indicates a relationship between an Avail and a Buyer Bid.

**[0024]** Frequency 317 indicates how often and when (week of) a commercial should be run or aired. Contract 316 contains an agreement between buyer and seller as to the terms and conditions of an avail buy. The contract is derived from the Buyer Bid. Nielsen Book 322 is a quarterly report from the Nielsen rating company that shows overall ratings, demographic group

ratings, and specifically named demographic ratings for individual television shows. The entry 322 also may represent overnight information such as Nielsen overnight ratings (local and national), or research provided by Wink. Demographic Data entry 323 contains the categories of demographic data (e.g., household with annual earnings over 50K) used by Nielsen to determine overall ratings. Demographic Specifics entry 324 contains demographic identifiers used by Nielsen to group viewers and establish a rating based on the number of viewers of that group.

**[0025]** Smartagent 326 contains search criteria developed by a buyer to refine the search results of availability searches in a particular regional market, demographic, daypart, etc. Projected Rating Calculations 325 contains calculations used by a buyer to determine a projected bid for a specific buy.

**[0026]** Show Name table 327 is a reference list of names of shows that are aired by broadcast stations (actual or projected). Market Table 328 contains a list of market names. County Table 329 is a reference list of identifiers for counties, such as values A, B, C, and D, each associated with a population density. Demo reference table 330 contains a list of demographic criteria names, as used in Nielsen ratings, to be used by a buyer in formulating a search with the smartagent. Station Identifier Table 332 is a reference list of broadcast station call letters.

**[0027]** The operation of the system and method will now be described, from the point of view of the interactive operations of a buyer and of a seller on the system, using as an example the case of broadcast television station or network sellers, and buyers seeking to purchase advertising time on such broadcast stations or networks.

### **Buyer Actions**

**[0028]** Figs. 4A-4T illustrate the interactive operations of a buyer on the system, in the form of screen displays that a buyer sees on her computer display monitor, and interacts with to carry out desired functions. At Fig. 4A, the buyer inputs her user name and password (which have been previously set up with the system in establishing a buyer account) in order to log on to the system. After the buyer has signed on to the system successfully, the buyer is presented with options such as shown in Fig. 4B. Here, as shown, the buyer may select from a stored list of clients a particular client account to work on, create new client accounts, select specific products forming the subject of advertisements or commercials, work on stored campaigns for particular client accounts, or create new campaigns. In addition, the buyer may perform administrative functions such as changing her password or updating the advertising agency's account, or may simply browse the avail database.

**[0029]** If the buyer chooses to create a new cam-

paign or to view stored shopping lists, she clicks on the appropriate icons and will be presented with a display as shown in Fig. 4C. Here, the buyer may create new shopping lists (wherein a shopping list would contain a grouping of selected avails for particular target markets, such as Detroit, New York, etc.) and specify a search profile to be used by the smartagent in conducting a search of the avail inventory, or may work on stored shopping lists previously created. To establish a primary search profile, the buyer would enter desired "flight" dates (i.e., dates on which the advertisement or commercial would be run or aired), desired markets (divided by county or other appropriate geographical regional market identifier), desired dayparts (e.g., soap operas, prime time, early fringe, etc.), and desired category of show or program. Additionally, the buyer may calculate bargaining parameters (such as rating, CPP, CPM, etc.), and may include bundled deals and late avails in the search parameters. The buyer also may browse the avail market or view contracts and make-goods (as will be described below) by selecting the appropriate icons.

**[0030]** To create a shopping list, after entering the search profile parameters, the buyer enters a name for the list and selects a number for the market, and selects the "create" icon. The buyer is then presented with a display as shown in Fig. 4D. The system will display a list of avail sets by station in the selected market (e.g., county) and will indicate the day and time, show category, daypart, demographic information, number of avails (i.e., the number of available advertising slots for that show) the number of avails already selected by other bidders, the last rate offered by the seller, the last price offered by a buyer, and the status of the avail set. Instead of indicating the number of avails for each show, an avail status indicator could be displayed, such as "open," "tight" or "closed."

**[0031]** The buyer may then edit and run a search for the shopping list market number, as shown in Fig. 4E. If the buyer wishes to edit the search parameters, she clicks on the indicated icons to modify those entries. Once the buyer wishes to run the search, she clicks on the "run search" icon. Fig. 4F shows an example of a screen display of the search results. The search results indicate station, county, daypart, show category, program (or bundle name), calculation results, cost, number of avails, and late avail status, and may be listed in sequence according to any of those parameters. The search may be edited and run again by clicking on the "edit this search now" icon, which will return the buyer to the screen of Fig. 4E. The buyer also may apply the search results to the shopping list by clicking the "apply to shopping list" icon, which returns the buyer to Fig. 4D. At this time, the buyer may wish to work on a specific bid. The buyer clicks on the "view bid" icon, which brings the buyer to Fig. 4G.

**[0032]** As shown in Fig. 4G, the buyer will see the seller's start price for the avail set by station, and will enter in the buyer counter the buyer's offer for the avail

set. The buyer will also see a demographic code and is able to enter the buyer's proposed rating for the avail set. The buyer also may indicate whether the avail set is desired to be credited against a make-good obligation on the part of the seller. After entering the bid offer and proposed rating, the buyer may calculate cost by clicking on the "calculate and show cpp" icon.

**[0033]** The buyer may view the status of the make-good account (Fig. 4K) and the Nielsen ratings for the programs (Fig. 4U) by clicking on the corresponding icons. The buyer further enters any special comments in a field reserved for such comments, and also optionally enters a desired frequency for the commercial to be run. The buyer then has the option of saving the edits and holding the defined search, sending the bid to the seller, viewing the contract for the bid (if it has been accepted by the seller), viewing past contracts with the seller, or deleting the bid.

**[0034]** If the buyer wishes simply to browse the avail market (see Fig. 4B), the buyer will be taken to a display such as shown in Fig. 4H. Here, the buyer enters smart-agent search parameters similar to those entered in Fig. 4C, and clicks on the "start search" icon. The search results are then displayed to the buyer in a form as shown in Fig. 4I. At this time, the buyer may select a campaign, apply the search to a selected shopping list, or create a new shopping list.

**[0035]** Fig. 4J shows a display for viewing and editing the buyer's market budget status, which the buyer may select as a function from the display of Fig. 4D. The buyer enters desired demographics codes, gross rating point (GRP), and maximum cost per point (CPP), to arrive at a total budget for the demographic. The display further indicates the budget status to date with respect to total amounts spent for each desired demographic.

**[0036]** If the buyer wishes to view contracts and the status of the make-good account (see Fig. 4C), the buyer clicks on the corresponding icon and is brought to a display as shown in Fig. 4K. The buyer may view contracts by client or by product (Fig. 4L), or may view make-good bids awaiting either buyer attention or seller attention (Fig. 4Q). Fig. 4L shows an example of contracts listed by contract number and identifying flight dates, market codes, stations, and whether the contract represents points, credit, or share. The station inventory may be searched and applied to a make-good bid, as shown in Fig. 4M. The buyer inputs search parameter to search the station's inventory, and clicks on the "search" icon. Fig. 4Q shows make-good bids awaiting buyer attention. Fig. 4N shows the results from searching the station's inventory. The buyer then may choose a particular avail set to apply to either a new make-good bid, an existing make-good bid, or to an existing shopping list. Fig. 4O displays an interactive screen for preparing a make-good bid. The buyer views the seller's starting price and enters into the appropriate field the buyer's counteroffer. The buyer also may view the contract pertaining to the make-good credit. If the "late status" box is

checked (Figs. 4F, 4I), the buyer may view a late avail set for a bid to a seller, as shown in Fig. 4P. Late avail sets represent avails in the near future which have not been sold, and thus the seller has entered final prices for them (presumably significantly reduced from the seller's starting price). The buyer may send the bid on the late avail to the seller, or may delete the set and change the demographic code to search other avails to bid on.

**[0037]** Fig. 4R illustrates the details of a contract for which make-good credits are owed by a seller. Fig. 4S shows the details of a contract as sent to the buyer from the seller. The buyer may view the frequency details of the contract (as shown for example in Fig. 4T) by clicking on the corresponding icon. If the buyer agrees to the contract, the buyer indicates agreement and sends the contract to the seller by clicking on the "buyer agrees" and "send to seller" icons. A display is also provided for the buyer to enter a program name and date to view Nielsen rating data for that program, when the buyer has selected the "view Nielsen" icon from a display screen.

#### **Seller Actions**

**[0038]** Figs. 5A-5R illustrate interactive actions to be taken by a seller. After inputting the seller's user name and password in Fig. 5A, the seller is presented with the choices shown in Fig. 5B. The seller may view and update her avail inventory (Fig. 5D), may view contracts and make-goods owed to buyers (Fig. 5I), may create and edit rate cards (Fig. 5C), and may process incoming bids (Fig. 5G). The seller also may carry out account administration functions, and change her password from this screen.

**[0039]** Fig. 5C illustrates a screen for the seller to create and edit rate cards. Each program indicates the day and time of its broadcast, the avail category (preemptable, preemptable with notification, or non-preemptable) and the price in the case of a late avail. As shown in Fig. 5D, the seller can view and update the seller's inventory by day and time span, or by program/bundle or daypart. Once the parameters are selected, the seller clicks on the "go" icon to be brought to the display of Fig. 5E. This screen shows the day(s) and showtime of specific programs, the preemptable rate, and the number of avails existing for each week of a specified time span. The seller also may store default schedules into the future and from those default schedules spawn parent and child lock-in schedules, once a programming schedule has been locked-in by the station. Avails then can be attached to or associated with lock-in parent or child schedules, and selectively released to the public as desired by the seller as time goes by.

**[0040]** Specific avail sets may be edited as shown in Fig. 5F. This screen displays the prices for each avail category, the number or starting avails, the number of

avails sold through the marketplace server (DR), the number of avails sold through other channels, and total avails remaining, in addition to number of bids pending. The seller may decide to show the number of avails or an avail status to buyers, and may select particular numbers of avails for the system to release either immediately or on selected dates. The seller may choose to show rates to the buyers or not, and may override a pre-set default rate.

[0041] Fig. 5G illustrates incoming bids sent to the seller. A particular bid may be viewed by checking the appropriate field and clicking on the "view" icon, which takes the seller to Fig. 5H. Fig. 5H displays the bid information entered by the buyer as previously described (Fig. 4G). The seller may view the contract for the bid (Fig. 5P), view previous contracts (Fig. 5J), reject the bid, or accept the bid and return it to the buyer.

[0042] If the seller wishes to view contracts (Fig. 5I), the seller enters desired dates, and the resulting contracts will be shown as in Fig. 5J. The seller may select a contract to view its details, as shown in Fig. 5K. The contract may be selected according to various parameters such as buyer, product, campaign, etc.

[0043] The seller may create a special bundle inventory (see Fig. 5E) by entering the program information as shown in Fig. 5L. The seller may offer make-goods by entering information to search the seller's inventory as shown in Fig. 5M. Fig. 5N illustrates the results of the inventory search. The seller may apply the results to a new make-good bid or to an existing make-good bid (Fig. 5O). Fig. 5O contains information similar to Fig. 4O as described above. Fig. 5P shows the details of the underlying contract pertaining to a particular make-good owed to a buyer, as explained above with reference to Fig. 4S. The seller may view the contract frequency details as shown in Fig. 5Q. Fig. 5R illustrates the display for a seller to enter information necessary to view the Nielsen rating data for a particular program.

[0044] Fig. 6 illustrates a process for automatically providing the seller with the buyer's commercial or advertising content once the buyer has accepted the seller's contract for an avail or avail set. At step 601, the buyer accepts the contract by selecting the appropriate screen display icon. At this point, the accounting system interface of the media marketplace server may interact on-line with the accounting systems of the buyer and seller to effect payment for the contract. At step 602, the buyer uploads the advertising or commercial content to the server 101. At step 603, when the seller views the accepted contract, the seller is able to download the buyer's content from the server 101, and integrate it into the seller's programming system for airing at the agreed upon time(s).

[0045] Fig. 7 shows one example of a digital delivery system for the transfer of commercials or other advertising content between buyers and sellers according to the invention. A digital alpha server 701 is in com-

munication with the equipment of various sellers, such as cable operator 702, TV station 703, or Web content provider 704, via SMOS network 705. Each of the sellers may have a high speed connection, such as T1 connections 706a, to the network. Additionally, the server 701 may have a number of high speed connections, such as T1 connections 706b, to the network. The server 701 is provided with a large memory storage device such as storage 707 for storing advertising content, and also is provided with a content viewer, such as MPEG decoder 708. A plurality of clients 709a-709c are connected to the server, either through a LAN or WAN device such as Ethernet, or through Internet connections. In operation, the stations 709a-709c enter advertising content into their systems, convert the content to digital format (such as MPEG files), and upload the content to the storage 707. Sellers 702-704 then are able to download the content from the storage 707 to their own systems via the SMOS network. Alternatively, the server 701 may upload the content to the sellers in conjunction with the transmission of accepted contracts.

[0046] The invention having been described, it will be apparent to those skilled in the art that the same may be varied in many ways without departing from the spirit and scope of the invention. Any and all such modifications are intended to be included in the scope of the following claims.

## Claims

1. A method for buying and selling media advertising units over a distributed communication network, comprising the steps of:

providing a server on said network, said server including a database containing information pertaining to available advertising units in conjunction with specific media content provided by media content providers;

providing buyers of said advertising units access to said database over said network, whereby said buyers may enter desired search parameters into a search engine and receive search results indicating particular advertising units meeting the search criteria;

receiving bids on advertising units selected by buyers from said search, and communicating said bids to sellers of said advertising units; and

providing sellers of said advertising units access to said database over said network, whereby said sellers may enter said information, receive bids entered by said buyers, accept said bids, and enter contracts into said server for communication to said buyers over said network.

2. The method of claim 1, wherein said advertising



units comprise advertising time slots associated with television content.

3. The method of claim 1, wherein said advertising units comprise advertising time slots associated with radio content. 5
4. The method of claim 1, wherein said advertising units comprise advertising space associated with Internet content sites. 10
5. The method of claim 1, wherein said advertising units comprise advertising space associated with commercial publications. 15
6. The method of claim 2, wherein said information includes program times, days of week, category according to defined time segments, and demographic viewer information. 20
7. The method of claim 1, wherein said server includes a make-good bank that accounts for credits owed to specific buyers as a result of unfulfilled contracts. 25
8. The method of claim 1, wherein said server includes a financial interface for interacting with accounting systems of said buyers and sellers over said network to settle contract payments. 30
9. The method of claim 1, further including the steps of receiving from buyers advertising content in digital form over said network, and transmitting to sellers over said network advertising content received from buyers. 35
10. The method of claim 1, further including the step of allowing buyers to search advertising units availability by media content provider. 40
11. The method of claim 1, further including the step of allowing buyers to search advertising units availability by geographic market. 45
12. The method of claim 1, further including the step of allowing buyers to search advertising units availability by demographic profile. 50
13. A system for buying and selling media advertising units over a distributed communication network, comprising: 55
  - a server coupled to said network, said server including a database containing information pertaining to available advertising units in conjunction with specific media content provided by media content providers;
  - advertising buyer stations coupled to said net-

work, providing buyers of said advertising units access to said database over said network, whereby said buyers may enter desired search parameters into a search engine and receive search results indicating particular advertising units meeting the search criteria;

said server receiving bids on advertising units selected by buyers from said search, and communicating said bids to sellers of said advertising units; and

advertising seller stations coupled to said network, providing sellers of said advertising units access to said database over said network, whereby said sellers may enter said information, receive bids entered by said buyers, accept said bids, and enter contracts into said server for communication to said buyers over said network.

14. The system of claim 13, wherein said advertising units comprise advertising time slots associated with television content.
15. The system of claim 13, wherein said advertising units comprise advertising time slots associated with radio content.
16. The system of claim 13, wherein said advertising units comprise advertising space associated with Internet content sites.
17. The system of claim 13, wherein said advertising units comprise advertising space associated with commercial publications.
18. The system of claim 14, wherein said information includes program times, days of week, category according to defined time segments, and demographic viewer information.
19. The system of claim 13, wherein said server includes a make-good bank that accounts for credits owed to specific buyers as a result of unfulfilled contracts.
20. The system of claim 13, wherein said server includes a financial interface for interacting with accounting systems of said buyers and sellers over said network to settle contract payments.
21. The system of claim 13, further including means for receiving from buyers advertising content in digital form over said network, and transmitting to sellers over said network advertising content received from buyers.
22. The system of claim 13, further including means for allowing buyers to search advertising units availa-



bility by media content provider.

23. The system of claim 13, further including means for allowing buyers to search advertising units availability by geographic market.

24. The system of claim 13, further including means for allowing buyers to search advertising units availability by demographic profile.

25. A method for buying and selling media advertising units over a distributed communication network, comprising the steps of:

providing a server on said network, said server including a database containing information pertaining to available advertising units in conjunction with specific media content provided by media content providers;

providing buyers of said advertising units access to said database over said network, whereby said buyers may view particular advertising units for sale by sellers;

receiving bids on advertising units selected by buyers, and communicating said bids to sellers of said advertising units; and

providing sellers of said advertising units access to said database over said network, whereby said sellers may enter said information, receive bids entered by said buyers, accept said bids, and enter contracts into said server for communication to said buyers over said network.

26. A method for delivering advertising content to a media seller over a distributed communication network, comprising the steps of:

providing a central server having a storage medium, said server being connected to said network;

enabling a plurality of independent buyers of advertising units sold by advertising sellers, to input to said storage medium advertising content to be displayed by said advertising sellers; and

enabling individual advertising sellers to retrieve from said storage medium stored advertising content for display by said sellers.

27. The method of claim 26, wherein said advertising content comprises television commercials.

28. The method of claim 26, wherein said advertising content comprises radio commercials.

29. The method of claim 26, wherein said advertising content comprises print advertising.

30. The method of claim 26, wherein said advertising content comprises Internet advertising content.

31. The method of claim 7, further comprising the step of retrieving information on fulfilled and unfulfilled advertising units, and crediting the buyer's make-good account for an unfulfilled advertising unit.

32. A method for bidding on available advertising units via a distributed communication network, comprising the steps of:

creating a primary search profile including at least one of a plurality of search criteria; transmitting an instruction to apply the search profile to a data base having available advertising units; receiving a list of a plurality of available advertising units meeting said search profile, and storing said list as a shopping list; and transmitting an instruction to bid for at least one of the available advertising units in the shopping list.

33. The method of claim 32, wherein the step of creating a primary search profile includes specifying flight dates, market, daypart, and category.

34. The method of claim 32, further comprising the step of specifying at least one additional search criteria, and searching the shopping list for available advertising units meeting said additional search criteria.

35. The method of claim 32, further comprising the step of specifying in the bid instruction a proposed purchase price.

36. The method of claim 32, further comprising the step of specifying in the bid instruction that the purchase should be credited against a make-good credit.

37. The method of claim 32, further comprising the step of transmitting an instruction to delete the bid.

38. The method of claim 32, further comprising the step of receiving an acceptance of the bid.

39. The method of claim 38, further comprising the step of, after receiving the acceptance, transmitting an electronic payment for the accepted bid.

40. The method of claim 38, further comprising the step of, after receiving the acceptance, transmitting to the data base advertising content to be used in the advertising unit.

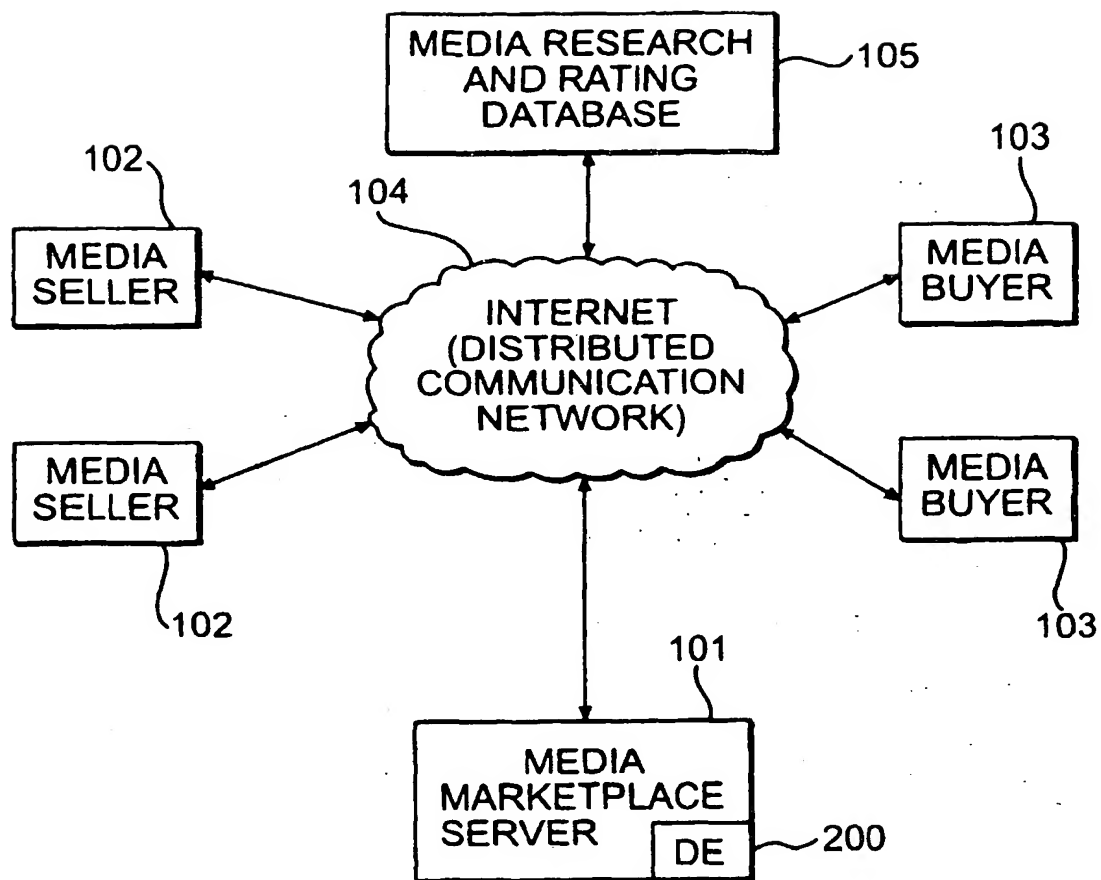
41. A method for selling advertising units via a distributed communication network, comprising the steps

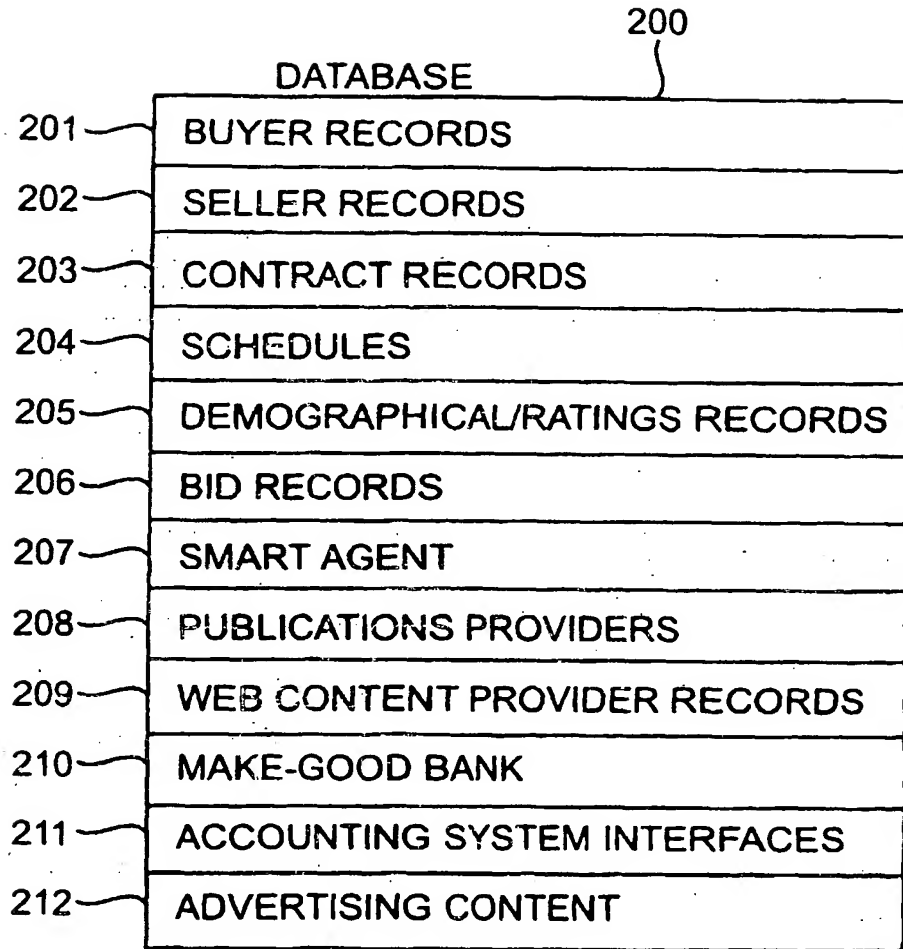
of:

- specifying information about a plurality of available advertising units, each of said available advertising units corresponding to an advertising slot;  
 transmitting an instruction to store the specified information in a data base having available advertising units;  
 receiving a bid for at least one of a plurality of available advertising units;  
 reviewing the bid; and  
 transmitting an acceptance of the bid if specified criteria are met, otherwise transmitting a rejection of the bid.
42. The method of claim 41, wherein the step of specifying information about a plurality of available advertising units includes the step of specifying a default schedule, spawning at least one child lock-in schedule from the default schedule, and attaching an available advertising unit to the lock-in schedule.
43. The method of claim 41, further comprising the steps of bundling a plurality of available advertising units into a special bundle inventory, and receiving a bid for the special bundle inventory.
44. The method of claim 41, further comprising the step of receiving advertising content for the bid, after transmitting an acceptance of the bid.
45. A computerized system for bidding on available advertising units via a distributed communication network, comprising:
- primary search profile data including at least one of a plurality of search criteria;  
 a search instruction, responsive to a user command, indicating that the primary search profile is to be applied to a data base having a plurality of available advertising units;  
 a list of a plurality of available advertising units meeting said search profile, received in response to said instructions, stored as a shopping list; and  
 a bidding instruction, responsive to a user command, to bid for at least one of the available advertising units in the shopping list.
46. The system of claim 45, wherein the primary search profile includes flight dates, market, daypart, and category.
47. The system of claim 45, further comprising a second search instruction having additional search criteria, to be applied to the shopping list for available

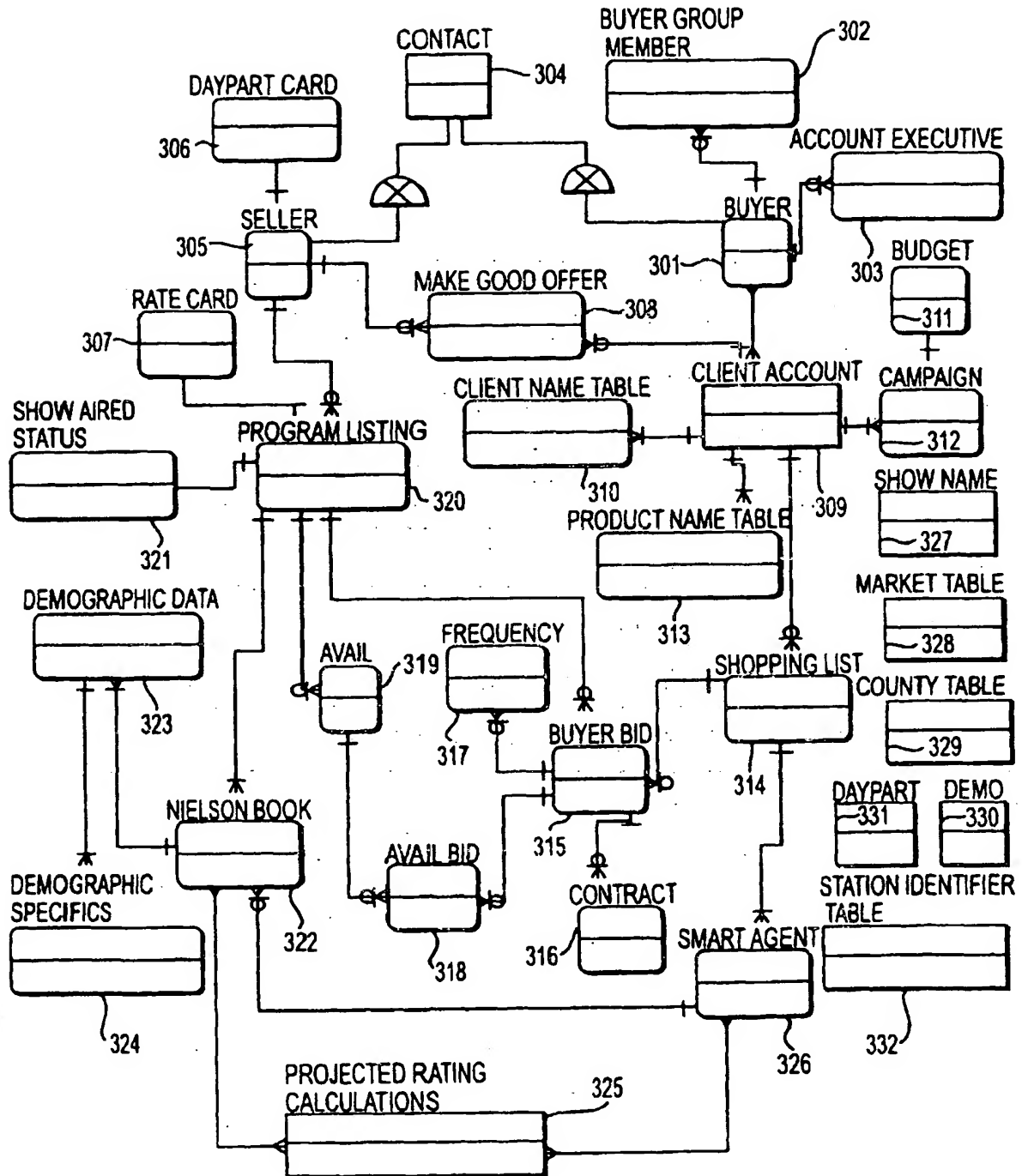
advertising units meeting said additional search criteria.

48. The system of claim 45, further comprising a proposed purchase price in the bid instruction.
49. The system of claim 45, further comprising a specification in the bid instruction that the purchase should be credited against a make-good credit.
50. The system of claim 45, further comprising an instruction to delete the bid.
51. The system of claim 45, further comprising stored advertising content, to be transmitted responsive to an acceptance of the bid.
52. The system of claim 45, further comprising an instruction to transmit an electronic payment, responsive to an acceptance of the bid.
53. A computerized system for selling advertising units via a distributed communication network, comprising:
- locally shared information about a plurality of available advertising units, each of said available advertising units corresponding to an advertising slot;  
 an instruction, responsive to a user, to store the specified information in a remote database having available advertising units;  
 an acceptance instruction, responsive to a received bid for at least one of a plurality of available advertising units, if specified criteria are met, advising of acceptance of the bid; and  
 a rejection instruction, responsive to the received bid, if specified criteria are not met, advising of rejection of the bid.
54. The system of claim 53, wherein the information about the plurality of available advertising units includes a default schedule, at least one child lock-in schedule spawned from the default schedule, and at least one available advertising unit attached to the lock-in schedule.
55. The system of claim 53, further comprising an instruction to bundle a plurality of available advertising units into a special bundle inventory.
56. The system of claim 53, further comprising advertising content corresponding to the bid.

**FIG. 1**

**FIG. 2**

## LOGICAL DATA MODEL-ENTITY VIEW



**FIG. 3**

ENTER USER NAME:

ENTER PASSWORD:

GOTO FIG. 4B

**FIG. 4A**

AGENCY NAME

USER NAME

WELCOME USER NAME. PLEASE SELECT A CLIENT TO WORK ON, CREATE A NEW CLIENT ACCOUNT, OR BROWSE FREELY BY CLICKING ON THE BUTTON BELOW:

CLIENT

PRODUCT

CAMPAIGN

VIEW SHOP LISTS

GO TO FIG. 4C

CREATE A NEW CAMPAIGN

CLIENT

PRODUCT

NAME CAMPAIGN:

CREATE

GO TO FIG. 4C

OTHER OPTIONS:

CHANGE YOUR PASSWORD

(APPLICABLE WITH PROPER USER ID)

ADMINISTER AGENCY ACCOUNT

BROWSE THE AVAIL MARKET

GO TO FIG. 4H

FIG. 4B



VIEW/LOAD ISCI #S

AGENCY NAME

USER NAME

CLIENT NAME

PRODUCT NAME

CAMPAIGN NAME

PLEASE SELECT A SHOPPING LIST TO WORK ON A TARGET MARKET, CREATE A NEW LIST, OR CLICK ON A SELECTION BELOW:

SHOPPING LIST 1 (#, DETROIT)

SELECT

GO TO FIG. 4D

SHOPPING LIST 2 (#, NEW YORK)

SELECT

CREATE A NEW SHOPPING LIST:

NAME LIST:

SELECT MARKET #:

#

↓

CREATE

GO TO FIG. 4D

ESTABLISH PRIMARY SEARCH PROFILE (YOU WILL BE ABLE TO EDIT AT ANY TIME):

FLIGHT DATES: FROM  TO

☐ COUNTY 

↓

☐ DAY PART 1 

↓

☐ SHOW CATEGORY 

↓

☐ PROGRAM: 
☐ SELECT CALC. 

↓

 CALC RESULT 
☐ INCLUDE BUNDLED DEALS
 ☐ INCLUDE "LATE AVAILS"

SAVE CAMPAIGN SEARCH PROFILE

BROWSE THE AVAIL MARKET

GO TO FIG. 4H

CONTRACTS AND MAKE-GOODS

GO TO FIG. 4K

FIG. 4C

AGENCY NAME  
USER NAME  
CLIENT NAME  
CAMPAIGN NAME  
SHOPPING LIST NAME (MARKET)

GO TO FIG. 4H **BROWSE THE AVAIL MARKET**

GO TO FIG. 4E **EDIT AND RUN SEARCH FOR THIS MARKET**

GO TO FIG. 4K **VIEW MAKE-GOODS OWED**

COULD ALSO JUST SHOW A STATUS SUCH AS "OPEN, CLOSED OR TIGHT"

STATION 1, COUNTY **VIEW BID** GO TO FIG. 4G

AVAIL SET 1: DAY/TIME	SHOW	DAY PART	DEMO	# OF AVAILS	# SELECTED	LAST RATE OFFERED	LAST PRICE OFFERED	STATUS
AVAIL SET 2: DAY/TIME	SHOW	DAY PART	DEMO	# OF AVAILS	# SELECTED	LAST MAKE GOOD	POINTS OFFERED	STATUS

STATION 2, COUNTY **VIEW BID**

AVAIL SET 1: DAY/TIME	SHOW	DAY PART	DEMO	# OF AVAILS	# SELECTED	LAST RATE OFFERED	LAST PRICE OFFERED	STATUS
AVAIL SET 2: DAY/TIME	SHOW	DAY PART	DEMO	# OF AVAILS	# SELECTED	LAST RATE OFFERED	LAST PRICE OFFERED	STATUS

ORIGINAL GRP

GRP REMAINING

ORIGINAL BUDGET

REMAINING BUDGET

**VIEW MARKET BUDGET STATUS** GO TO FIG. 4J

**FIG. 4D**

AGENCY NAME  
 USER NAME  
 CLIENT NAME  
 CAMPAIGN NAME  
 SHOPPING LIST NAME

THE FOLLOWING SEARCH YOU PREVIOUSLY DEFINED FOR THIS  
 CAMPAIGN WILL NOW BE RUN FOR MARKET (#). \* YOU MAY  
 REFINE SEARCH PARAMETERS NOW IF YOU WISH.

FLIGHT DATES: FROM  TO

☐  COUNTY

☐  DAY PART 1   DAY PART 2

☐  SHOW CATEGORY

☐ PROGRAM:

☐  SELECT CALC.  CALC RESULT

☐ INCLUDE BUNDLED DEALS

☐ INCLUDE "LATE AVAILS"

\* IF WHEN CREATING THIS SHOPPING  
 LIST, THE USER SELECTED "MULTIPLE" FOR  
 THE MARKET, THEY WOULD SELECT THE  
 MARKET (OR MARKETS) HERE:

☐  MARKET

YOU ALSO MAY SELECT A  
 STATION(S) TO SEARCH HERE:

☐  STATION

GO TO FIG 4F

**FIG. 4E**

AGENCY NAME

USER NAME

CLIENT NAME

SHOPPING LIST NAME

SMART AGENT NAME

SEARCH PARAMETERS:

(MARKET,) COUNTY, STATION, DAY PART, SHOW CATEGORY, PROGRAM, DEMO, COST

RE-ORDER SEARCH RESULTS BY:

STN

CNTY

DP

SHCAT

SHOW

CALC

COST

LATE

BNDL

GO TO FIG. 4E

EDIT THIS SEARCH NOW

SEARCH RESULTS (FOR THE WEEK OF ####/### THROUGH THE WEEK OF ####/###) IN MARKET #:

STATION, COUNTY, DAY PART, SHOW CATEGORY,	PROGRAM, CALC. RESULTS, COST,	# OF AVAILS,	LATE STATUS	<input type="checkbox"/>	CHECK BOX
STATION, COUNTY, DAY PART, SHOW CATEGORY,	PROGRAM, CALC. RESULTS, COST,	# OF AVAILS,	LATE STATUS	<input type="checkbox"/>	
STATION, COUNTY, DAY PART, SHOW CATEGORY,	PROGRAM, CALC. RESULTS, COST,	# OF AVAILS,	LATE STATUS	<input type="checkbox"/>	
STATION, COUNTY, DAY PART, SHOW CATEGORY,	PROGRAM, CALC. RESULTS, COST,	# OF AVAILS,	LATE STATUS	<input type="checkbox"/>	

(OR ROS OR BUNDLE NAME)

GO TO FIG. 4D

(IF CALCULATION WAS USED)

GO TO FIG. 4E

APPLY TO SHOPPING LIST

(OR AVAIL STATUS LIKE TIGHT OR OPEN)

**FIG. 4F**

COULD ALSO JUST SHOW A STATUS SUCH AS "OPEN, CLOSED OR TIGHT"

AGENCY NAME (ALL AVAIL SETS FOR THIS STATION, WHETHER NORMAL, LATE AVAIL, OR MAKE-GOOD ARE LISTED ON THIS SCREEN. BELOW IS AN EXAMPLE OF JUST ONE...)  
 USER NAME  
 CLIENT NAME, PRODUCT NAME  
 CAMPAIGN NAME  
 MARKET NAME, COUNTY, STATION 1  
 BID # (AUTO-ASSIGNED)

ALSO SEE FIG. 4P FOR LATE AVAIL SET EXAMPLE  
 ALSO SEE FIG. 4O FOR MAKE-GOOD SET EXAMPLE

GO TO FIG. 4U (ONLY APPEARS IF M-G BID) GOTO FIG. 4K  
 GO TO FIG. 4S  
 GO TO FIG. 4K

AVAIL SET 1:

OVERALL: FLIGHT DATES DAYTIME PROGRAM DAY PART

PRICE: SELLER START PRICE

DEMO: DEMO(W2554)

MAKE-GOOD?: ☐ ON QTR. ☐ ON HH ☐ NO

HH CALC. PARAMETERS: (CALCULATION DEFINITION HERE)

(OPTIONAL CALC. FIELDS)

CALC.  X CALC.  / CALC.  = #  
 CALC.  X CALC.  / CALC.  = #

BUYER REQUESTED FREQUENCY (OPTIONAL):  
 # OF SET FROM(DATE) TO(DATE) POD POS.

COMMENTS:

LENGTH:

COUNTER FREQUENCY REQUEST

**FIG. 4G**

AGENCY NAME

USER NAME

MARKET

↓

MARKET CODES AND CITIES

YEAR

↓

FROM

MONTH

↓

WEEK OF

↓

TO

MONTH

↓

WEEK OF

↓

☐

COUNTY

↓

☐

STATION

↓

☐

DAY PART 1

↓

☐

SHOW CATEGORY

↓

PROGRAM:

PROGRAM STANDARDS

☐

SELECT CALC.

↓

CALC RESULT

☐

LATE STATUS

YORN

↓

GO TO FIG. 41

☐

BUNDLES

↓

(MUST SELECT MARKET AND/OR STATION TO SEARCH BUNDLES)

START SEARCH

**FIG. 4H**

AGENCY NAME

USER NAME

SEARCH PARAMETERS:

MARKET, COUNTY, STATION, DAY PART, SHOW CATEGORY, SHOW NAME, DEMO, COST

RE-ORDER SEARCH RESULTS BY:

MKT

CNTY

STN

DP

SH. CAT

SHOW

DEMO

COST

LATE

BNDL

SEARCH RESULTS (FOR THE WEEK OF ##/##/## THROUGH THE WEEK OF ##/##/##)

MARKET, COUNTY, STATION, DAY PART, SHOW CATEGORY, PROGRAM, DEMO, COST, # OF AVAILS, LATE STATUS

☐ CHECK BOX

MARKET, COUNTY, STATION, DAY PART, SHOW CATEGORY, PROGRAM, DEMO, COST, # OF AVAILS, LATE STATUS

☐

MARKET, COUNTY, STATION, DAY PART, SHOW CATEGORY, PROGRAM, DEMO, COST, # OF AVAILS, LATE STATUS

☐

SELECT A CAMPAIGN

↓

SELECT SHOPPING LIST

↓

APPLY TO SHOPPING LIST

-OR-

SELECT A CAMPAIGN

↓

CREATE A NEW SHOPPING LIST

ENTER NAME

MKT #

↓

APPLY TO SHOPPING LIST

GO TO FIG. 4D

FIG. 4I



**MARKET GOAL (BY DEMO):**

DEMO	GRP	MAX CPP	TOTAL BUDGET PER DEMO
W2554	100	50	5000
M2554	50	50	2500
<b>TOTAL BUDGET:</b>			7500

**GRP PER DAY PART**

DEMO  
↓

DEMO SUBSET  
↓

VIEW

DAY PART

EARLY MORNING

MORNING FRINGE

NOON NEWS

(SOAPS)

EARLY FRINGE

EARLY NEWS

PRIME ACCESS

PRIME TIME

LATE NEWS

LATE FRINGE

DR GRP

OUTSIDE

TOTAL

TO DATE

TO DATE

REMAIN.

UPDATE

**BUDGET STATUS TO DATE (BY DEMO):**

DEMO	DR GRP	DR PENDING	OTHER GRP	REMAIN GRP	TOTAL SPENT	AVG CPP
W2554	20	3	5	72	1300	52
M2554	50	0	0	0	2500	50
<b>TOTAL</b>	<b>70</b>	<b>3</b>	<b>5</b>	<b>72</b>	<b>3800</b>	

UPDATE

**FIG. 4J**

AGENCY NAME

USER NAME

—VIEW CONTRACTS

CLIENT

↓

PRODUCT

↓

VIEW

GO TO FIG. 4L

☐ VIEW ONLY CONTRACTS REQUIRING MAKE-GOODS AND/OR CREDITS

---

—VIEW MAKE-GOOD BIDS AWAITING BUYER ATTENTION

VIEW

GO TO FIG. 4Q

—MAKE GOOD BIDS AWAITING SELLER ATTENTION  
(READ ONLY)

VIEW

SIMILAR TO FIG. 4Q

**FIG. 4K**

MARKET STATION NAME

GO TO FIG. 4M

SEARCH STATION INVENTORY & APPLY TO MAKE-GOOD BID

—CLICK CONTRACT NUMBER TO VIEW CONTRACT AND MAKE-GOOD DETAILS

CONTRACT #	FLIGHT DATES	MARKET	STATION	PTS.	CREDIT	SHARE
44759-9	4/5/98-5/12/98	211	WZXC		X	X
55456-5	4/5/98-5/12/98	056	WSDF		X	
66458-9	4/5/98-5/12/98	198	WKJH		X	
91963-4	4/5/98-5/12/98	211	KYW	X		
11758-4	4/5/98-5/12/98	201	WTCV	X	X	

GO TO FIG. 4R

FIG.4L

AGENCY NAME  
USER NAME

MARKET  
COUNTY  
STATION

YEAR

FROM

MONTH

WEEK OF

TO

MONTH

WEEK OF

DAY PART 1

SHOW CATEGORY

PROGRAM:

SELECT CALC

PROGRAM STANDARDS

CALC RESULT

GO TO FIG. 4N

SEARCH STATION INVENTORY

FIG. 4M

AGENCY NAME USER NAME		SEARCH AGAIN	
MARKET, COUNTY, STATION		GO TO FIG. 4M	
SEARCH PARAMETERS: MARKET, COUNTY, STATION, DAY PART, SHOW CATEGORY, PROGRAM, DEMO, COST			
RE-ORDER SEARCH RESULTS BY:			
DP	SH. CAT	SHOW	# OF AVAILS
		DEMO	COST
SEARCH RESULTS (FOR THE WEEK OF ##/##/## THROUGH THE WEEK OF ##/##/##):			
DAY PART, SHOW CATEGORY, PROGRAM, DEMO, COST, # OF AVAILS		CHECK BOX	
		<input type="checkbox"/>	
DAY PART, SHOW CATEGORY, PROGRAM, DEMO, COST, # OF AVAILS		<input type="checkbox"/>	
		<input type="checkbox"/>	
DAY PART, SHOW CATEGORY, PROGRAM, DEMO, COST, # OF AVAILS		<input type="checkbox"/>	
		<input type="checkbox"/>	
APPLY CHOICES TO ANEW MAKE-GOOD BID: NAME MAKE-GOOD BID:		APPLY CHOICES TO AN EXISTING MAKE-GOOD BIDS:	
ENTER NAME		CURRENT MAKE-GOOD BIDS	
GO TO FIG. 4O		GO TO FIG. 4O	
APPLY		APPLY	
APPLY CHOICES TO AN EXISTING SHOPPING LIST:		CLIENT SHOPPING LISTS	
GO TO FIG. 4P		GO TO FIG. 4P	
APPLY		APPLY	

FIG. 4N

AGENCY NAME USER NAME CLIENT NAME, PRODUCT SHOPPING LIST NAME MARKET NAME, COUNTY, STATION 1 BID #: (AUTO-ASSIGNED)	<b>VIEW NIELSENS</b> GO TO FIG. 4U	SIMILAR TO FIG. 4L <b>VIEW MAKE-GOOD ACCOUNT</b>	GO TO FIG. 4S VIEW THIS CONTRACT SIMILAR TO FIG. 4L VIEW PAST CONTRACTS DELETE THIS BID	SET STATUS (PENDING, CANCELLED, ACCEPTED)
		<b>AVAIL SET 1:</b>	<b>ACCEPT SET</b> <b>REJECT SET</b>	
		<b>OVERALL:</b>	FLIGHT DATES    DAYTIME    SHOW    DAY PART    PREEMPT STATUS (↓)    # OF OR STATUS    # SELECTED	
PRICE/POINTS:    SELLER START PRICE    BUYER PTS. COUNTER 1		COMMENTS:  <div style="border: 1px solid black; height: 40px;"></div>		
<b>VIEW CORRESPONDING CONTRACT</b>		LENGTH: <div style="border: 1px solid black; width: 50px; height: 20px;"></div>		

DEMO: DEMO (W2554)

BUYER REQUESTED FREQUENCY (OPTIONAL):

# OF SET	FROM (DATE)	TO (DATE)	POD	POS.
<div style="border: 1px solid black; width: 30px; height: 20px;"></div>	<div style="border: 1px solid black; width: 100px; height: 20px;"></div>	<div style="border: 1px solid black; width: 100px; height: 20px;"></div>	<div style="border: 1px solid black; width: 30px; height: 20px;"></div>	<div style="border: 1px solid black; width: 30px; height: 20px;"></div>
<div style="border: 1px solid black; width: 30px; height: 20px;"></div>	<div style="border: 1px solid black; width: 100px; height: 20px;"></div>	<div style="border: 1px solid black; width: 100px; height: 20px;"></div>	<div style="border: 1px solid black; width: 30px; height: 20px;"></div>	<div style="border: 1px solid black; width: 30px; height: 20px;"></div>

(OPTIONAL CALC. FIELDS)

CALC. (↓)	X	CALC. (↓)	/	CALC. (↓)	=	#
CALC. (↓)	X	CALC. (↓)	/	CALC. (↓)	=	#

**FIG. 40**

AGENCY NAME USER NAME CLIENT NAME, SHOPPING LIST NAME MARKET NAME, COUNTY, STATION 1		VIEW NIELSEN GO TO FIG. 4U		SAVE EDITS AND HOLD SEND BID TO SELLER GO TO FIG. 4S VIEW THIS CONTRACT SIMILAR TO FIG. 4L VIEW PAST CONTRACTS	
LATE-AVAIL SET 1: <input type="button" value="DELETE THIS SET"/>		SET STATUS (PENDING, CANCELLED, ACCEPTED)			
OVERALL:	FLIGHT DATES	DAYTIME	SHOW	DAY PART	<input type="button" value="PREEMPTIBLE"/> <input type="button" value="# OF AVAILS"/> <input type="button" value="# SELECTED"/>
PRICE:	SELLER FINAL PRICE IN \$	SELLER FINAL PRICE IN PTS.	RQD. DEMO(OPTIONAL)		PRICE STATUS
DEMO: NIELSEN DEMO (W2554)	PTS. AVAILABLE TO BID IN THIS DEMO		LENGTH:		
CHANGE DEMO TO SEARCH OTHER POINTS AVAILABLE TO BID:					
<input type="button" value="DEMO"/> <input type="button" value="↓"/> <input type="button" value="DEMO SUBSET"/> <input type="button" value="↑"/>		<input type="button" value="GO"/> <input type="button" value="↑"/> <input type="button" value="↓"/>		POINTS OWED      POINTS PENDING      POINTS AVAILABLE	

FIG.4P



AGENCY NAME  
USER NAME

—CLICK ON CONTRACT # TO VIEW AND EDIT DETAILS  
—CLICK ON COLUMN HEADER TO RE-ORDER LIST

WILL LOOK LIKE FIG.4R

#### MAKE-GOODS BIDS AWAITING BUYER ATTENTION

CONTRACT #	BID DATE	AGENCY	ADVERTISER	PRODUCT	PTS.	CREDIT	SHARE
44759-9	4/5/98	GREY	NABISCO	OREO		X	X
55456-5	7/5/98	GREY	PEPSI	PEPSI		X	
66458-9	6/8/98	SAATCHI & SAATCHI	COCA-COLA	MINUTE MAID		X	
91963-4	4/8/98	SAATCHI & SAATCHI	COCA-COLA	COCA-COLA	X		
11758-4	3/25/98	SAATCHI & SAATCHI	COCA-COLA	FRUTOPIA	X	X	

**FIG.4Q**

<div> <div>AGENCY NAME</div> <div>USER NAME</div> </div>										<div> <div>SEARCH STATION INVENTORY &amp; APPLY TO MAKE-GOOD BID</div> <div>GO TO FIG. 4M</div> </div>									
<div> <div>CONTRACT #</div> <div>CONTRACT DATE</div> <div>MARKET, STATION</div> <div>ADVERTISER, PRODUCT</div> </div>																			
MAKE-GOOD DETAILS:																			
MAKE-GOOD 1:																			
FLIGHT	DAYTIME	SHOW	DAY PART	# OF AVAILS	DEMO	GRP CONTRACTED	GRP DELIVERED	GRP OWED	GRP PEND.										
MAKE-GOOD 2:																			
FLIGHT	DAYTIME	SHOW	DAY PART	# OF AVAILS	# AIRED	ISCI #S NOT AIRED	# OWED (CREDIT)	\$ VALUE											
<div> <div>(ORIGINAL CONTRACT DETAILS)</div> <div>(ORIGINAL CONTRACT BOILER PLATE LANGUAGE)</div> </div>										<div> <div>GO TO FIG.4S</div> </div>									

**FIG. 4R**

ONLY IF CONTRACT IS COMPLETED

CONTACT #		BUYER:		SELLER:		<input type="button" value="OPEN CONTRACT TO RE-WORK"/>	
CONTRACT DATE		AGENCY NAME		STATION NAME		<input type="button" value="OPEN SUPPORTING BID"/>	
		BUYER NAME		MARKET			
		ADVERTISER		SELLER NAME			
		PRODUCT					

FLIGHT DATES	DAYTIME	PROGRAM	# OF SPOTS	EFFECTIVE DATES	LENGTH	M-G TYPE	DEMO/RTG	RATE	CLASS
<input type="button" value="VIEW FREQ. DETAILS"/> GO TO FIG.4T									
6/3/98-6/26/98	MF	AM NEWS	2	6/3-6/5	30	QTR.	W2554/1	300	PRE
6/3/98-6/26/98	MF	AM NEWS	2	6/24-6/25	30	QTR.	W2554/1	300	PRE
<input type="button" value="VIEW FREQ. DETAILS"/>									
6/3/98-6/26/98	MF	SPIN CITY	1	6/3	30	QTR.	W2554/5.5	4000	PRE
<input type="button" value="VIEW FREQ. DETAILS"/>									
6/3/98-6/26/98	MF	DARMA AND GREG	4	6/24	30	QTR.	W2554/7	4500	PRE
TOTAL:			9				9100		

<input type="button" value="BUYER AGREE"/>	<input type="button" value="SEND TO SELLER"/>
--	---

FIG.4S

CONTRACT #  
CONTRACT DATE

GO TO FIG. 4S (BACK TO FIRST PAGE OF CONTRACT)

## FREQUENCY DETAILS

## AVAIL SET 1:

FLIGHT DATES	DAY/TIME	PROGRAM	# OF SPOTS	EFFECTIVE DATES	LENGTH	M-G TYPE	DEMO/RTG	RATE	CLASS
6/3/98-6/26/98	MF	AM NEWS	2	6/3-6/5	30	QTR.	W2554/1	300	PRE
6/3/98-6/26/98	MF	AM NEWS	2	6/24-6/25	30	QTR.	W2554/1	300	PRE

# OF SET	FROM (DATE)	TO (DATE)	POD	POS.
1	6/3	6/3	1	ANY
1	6/5	6/5	1	ANY
2	6/24	6/25	ANY	ANY

BUYER COMMENTS AND INSTRUCTIONS:

**FIG. 4T**

ENTER USER NAME:

ENTER PASSWORD:

GO TO FIG. 5B

**FIG. 5A**

STATION NAME USER NAME	
VIEW/UPDATE AVAIL INVENTORY	VIEW CONTRACTS AND MAKE GOODS
GO TO FIG. 5D	GO TO FIG. 5I
CREATE/EDIT RATE CARD	PROCESS INCOMING BIDS
GO TO FIG. 5C	GO TO FIG. 5G
( APPLICABLE WITH PROPER USER ID )	
ADMINISTER STATION ACCOUNT	CHANGE YOUR PASSWORD

**FIG. 5B**

STATION NAME

USER NAME

RATE CARD

EFFECTIVE DATES

LAST UPDATED

TO

DAY	TIME	PROGRAM	NON-PRE	PRE WIN.	IMM. PRE	LATE (\$)
DAY <input type="button" value="↓"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
DAY <input type="button" value="↓"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
DAY <input type="button" value="↓"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
DAY <input type="button" value="↓"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
DAY <input type="button" value="↓"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
DAY <input type="button" value="↓"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

CREATE MORE FIELD SETS:

GO TO FIG. 58

FIG. 5C



STATION NAME  
USER NAME

VIEW AND UPDATE INVENTORY:  
1. SELECT TIME SPAN: FROM  TO   
2. SELECT DAY    
OR  
SELECT PROGRAM OR BUNDLE    
OR  
SELECT DAY PART    
 GO TO FIG. 5E

FIG. 5D

STATION NAME  
USER NAME

GO TO FIG. 5D EDIT SCHEDULE ON RATE CARD

GO TO FIG. 5L CREATE SPECIAL INVENTORY (BUNDLES)

—CLICK ON AVAIL NUMBER TO VIEW AND EDIT AVAIL SET DETAILS  
—CLICK ON COLUMN HEADER TO RE-ORDER LIST

INVENTORY FOR ###/###/### TO ###/###/###

GO TO FIG. 5F

DAY	TIME	PROGRAM	IMM PRE RATE	WEEK OF ##/##	WEEK OF ##/##	WEEK OF ##/##	TOTAL AVAILS
MF	5-6 P	NEWS	\$100	18	12	65	288
MF	6-630P	COSBY	\$200	24	23	55	434
MF	630-7P	SIMPSONS	\$300	12	66	65	258
M	7P	SEINFELD 1	\$400	5	8	6	565
M	730P	SEINFELD 2	\$400	2	5	9	288

FIG. 5E

STATION NAME  
USER NAME

WEEK OF ###/##/##  
DAY  
TIME  
PROGRAM

PRICES: \$75 NON-PRE  
\$50 PRE W/  
\$25 IMM.PRE

TOTAL AVAILS TO START: 25

TOTAL SOLD THROUGH DR: 5

TOTAL SOLD EXTERNALLY: 2

TOTAL SOLD: 7

TOTAL PENDING IN DR: 3

TOTAL AVAILS REMAINING: 18

(UPDATE)

GO TO FIG. 5D (EDIT SCHEDULE AND RATES ON RATE CARD)

☐ SHOW STATUS TO BUYER (TIGHT) (↓)

☐ SHOW # OF AVAILS TO BUYER

RELEASE ☒ # IMMEDIATELY

☒ # (DATE)

☒ # (DATE)

TOTAL RELEASED IN DR: 10

☒ SHOW RATE TO BUYERS (UPDATE)

☒ OVERRIDE DEFAULT RATE:

LATE AVAIL PRICE RELEASE DATE: (PRE-SET # OF DAYS BEFORE) (↓)

FIG. 5F

STATION NAME  
USER NAME

—CLICK ON COLUMN HEADER TO RE-ORDER LIST

AGENCY	BUYER	ADVERTISER	PRODUCT	FLIGHT DATES	# OF AVAILS	TOTAL OFFER	BID STATUS	VIEW
GREY	T. SMITH	NABISCO	OREO	#####	50	\$25000	TO SELLER	<input checked="" type="checkbox"/>
GREY	T. SMITH	PEPSI	PEPSI	#####	10	\$7000	AT BUYER	<input type="checkbox"/>
SAATCHI & SAATCHI	J. DOE	COCA-COLA	MINUTE MAID	#####	20	\$35000	CONTRACT	<input type="checkbox"/>
SAATCHI & SAATCHI	J. DOE	COCA-COLA	COCA-COLA	#####	25	\$50000	HOLD	<input type="checkbox"/>
SAATCHI & SAATCHI	J. DOE	COCA-COLA	FRUTOPIA	#####	7	\$12000	HOLD	<input type="checkbox"/>

GO TO FIG. 5H [VIEW](#)

**FIG. 5G**

STATION NAME  
USER NAME

AGENCY NAME  
BUYER NAME  
CLIENT NAME  
BID #: (AUTO-ASSIGNED)

NOTE: SEVERAL SETS OF  
AVAILS CAN APPEAR ON  
ONE BID TO A STATION SO  
AS TO ASSESS TOTAL OFFER.

VIEW NIELSENS  
GO TO FIG. 5R  
OPENS WINDOW OF  
OFFERS FOR SAME  
SHOW IN OTHER BIDS  
GO TO FIG. 5P  
SIMILAR TO FIG. 5J  
GO TO FIG. 5J  
(ONLY APPEARS IF M-G BID) GO TO FIG. 5J

AVAIL SET 1:

SET STATUS  
(PENDING,  
CANCELLED,  
ACCEPTED)

REJECT ENTIRE BID

OVERALL: FLIGHT DATES DAYTIME SHOW DAY PART

PREEMPT STATUS

# OF AVAILS # SELECTED

PRICE: SELLER START PRICE BUYER COUNTER 1

DEMO: DEMO (W2554) BUYER PROPOSED RATING

MAKE-GOOD?: ☐ ON QTR. ☐ ON HH (POST) ☐ NO

HH CALC. PARAMETERS: (CALCULATION DEFINITION HERE)

COMMENTS:

LENGTH:

CALC.  X CALC.  / CALC.  = #  
CALC.  X CALC.  / CALC.  = #

BUYER REQUESTED FREQUENCY (OPTIONAL):  
# OF SET FROM (DATE) TO (DATE) POD POS.

COUNTER  
FREQUENCY  
REQUEST

FIG. 5H

STATION NAME USER NAME	
— VIEW CONTRACTS	
FROM <input type="text"/>	TO <input type="text"/>
<input type="checkbox"/> VIEW ONLY CONTRACTS REQUIRING MAKE-GOODS	<input type="button" value="VIEW"/> GO TO FIG. 5J
— VIEW MAKE-GOOD BIDS AWAITING SELLER ATTENTION	
<input type="button" value="VIEW"/>	SIMILAR TO FIG. 5G
— MAKE GOOD BIDS AWAITING BUYER ATTENTION (READ ONLY)	
<input type="button" value="VIEW"/>	SIMILAR TO FIG. 5G

**FIG. 5I**

STATION NAME  
USER NAME

—CLICK ON CONTRACT # TO VIEW AND EDIT DETAILS  
—CLICK ON COLUMN HEADER TO RE-ORDER LIST

MAKE-GOODS ACCUMULATED FROM ###/###/## TO ##/##/####

MAKE-GOOD STATUS					
CONTRACT #	DATE	AGENCY	ADVERTISER	PRODUCT	PTS. CREDIT SHARE
44759-9	4/5/98	GREY	NABISCO	OREO	X X X
55456-5	7/5/98	GREY	PEPSI	PEPSI	X
66458-9	6/8/98	SAATCHI & SAATCHI	COCA-COLA	MINUTE MAID	X
91963-4	4/8/98	SAATCHI & SAATCHI	COCA-COLA	COCA-COLA	X
11758-4	3/25/98	SAATCHI & SAATCHI	COCA-COLA	FRUTOPIA	X

GO TO FIG. 5K

FIG.5J

STATION NAME  
USER NAME

CONTRACT #  
CONTRACT DATE  
AGENCY  
ADVERTISER  
PRODUCT

GO TO FIG. 5M

SEARCH STATION INVENTORY & OFFER MAKE-GOOD

---

MAKE-GOOD DETAILS:

MAKE-GOOD 1:

FLIGHT DAYTIME SHOW DAY PART # OF AVAILS DEMO

MAKE-GOOD 2:

FLIGHT DAYTIME SHOW DAY PART # OF AVAILS

GRP CONTRACTED GRP DELIVERED GRP OWED GRP PEND.

ISCI #S NOT AIRED # OWED (CREDIT) \$ VALUE

---

(ORIGINAL CONTRACT DETAILS)  
(ORIGINAL CONTRACT BOILER PLATE LANGUAGE)

GO TO FIG. 5P

**FIG. 5K**



STATION NAME  
USER NAME

BUNDLE NAMES:  
FLIGHT DATES:

TO

FOR THE WEEK OF ##/##	DAY	TIME	PROGRAM	# OF AVAILS	POD	POSITION (OPTIONAL)
	(TIGHT) ↓					
	(TIGHT) ↓					
	(TIGHT) ↓					
	(TIGHT) ↓					

☐ SHOW TOTAL PRICE

☐ SHOW STATUS (TIGHT) ↓

☐ SHOW # AVAILABLE

SAVE

DELETE

FIG. 5L

STATION NAME  
USER NAME

☐ YEAR

☐ DAY PART 1

☐ SHOW CATEGORY

☐ SHOW NAME:

☐ SELECT CALC

TO

GO TO FIG.5N

FIG.5M

STATION NAME  
USER NAME

SEARCH AGAIN

GO TO FIG.5M

SEARCH PAREMETERS:  
DAY PART, SHOW CATEGORY, SHOW NAME, DEMO, COST

RE-ORDER SEARCH RESULTS BY:

DP

SH. CAT

SHOW

DEMO

COST

# OF

SEARCH RESULTS (FOR THE WEEK OF ##/##/## THROUGH THE WEEK OF ##/##/##):  
DAY PART, SHOW CATEGORY, SHOW NAME, DEMO, COST, # OF AVAILS ☐ CHECK BOX  
DAY PART, SHOW CATEGORY, SHOW NAME, DEMO, COST, # OF AVAILS ☐  
DAY PART, SHOW CATEGORY, SHOW NAME, DEMO, COST, # OF AVAILS ☐

APPLY CHOICES TO ANEW

MAKE-GOOD BID:  
NAME MAKE-GOOD BID:

ENTER NAME

APPLY

GO TO FIG. 50

APPLY CHOICES TO AN

EXISTING MAKE-GOOD BID:  
CURRENT MAKE-GOOD BIDS

GO TO FIG. 50

APPLY

FIG.5N

<div style="border: 1px solid black; padding: 2px; display: inline-block;">VIEW NIELSENS</div>				<div style="border: 1px solid black; padding: 2px; display: inline-block;">SAVE EDITS AND HOLD</div>			
<div style="border: 1px solid black; padding: 2px; display: inline-block;">VIEW MAKE-GOOD ACCOUNT</div>				<div style="border: 1px solid black; padding: 2px; display: inline-block;">SEND BID TO BUYER</div>			
<div style="border: 1px solid black; padding: 2px; display: inline-block;">SIMILAR TO FIG. 5J</div>				<div style="border: 1px solid black; padding: 2px; display: inline-block;">VIEW THIS CONTRACT</div>			
<div style="border: 1px solid black; padding: 2px; display: inline-block;">SIMILAR TO FIG. 5J</div>				<div style="border: 1px solid black; padding: 2px; display: inline-block;">VIEW PAST CONTRACTS</div>			
<div style="border: 1px solid black; padding: 2px; display: inline-block;">ACCEPT SET</div>				<div style="border: 1px solid black; padding: 2px; display: inline-block;">DELETE THIS BID</div>			
<div style="border: 1px solid black; padding: 2px; display: inline-block;">REJECT SET</div>				<div style="border: 1px solid black; padding: 2px; display: inline-block;">SET STATUS (PENDING, CANCELLED, ACCEPTED)</div>			
<div style="border: 1px solid black; padding: 2px; display: inline-block;">VIEW CORRESPONDING CONTRACT</div>				<div style="border: 1px solid black; padding: 2px; display: inline-block;">COUNTER FREQUENCY REQUEST</div>			

STATION NAME USER NAME AGENCY NAME CLIENT NAME, PRODUCT BID #: (AUTO-ASSIGNED)		GO TO FIG. 5P SIMILAR TO FIG. 5J		# OF OR STATUS # SELECTED		LENGTH:	
AVAIL SET 1:		PREEMPT STATUS		COMMENTS:		BUYER REQUESTED FREQUENCY (OPTIONAL):	
PRICE/POINTS: SELLER START PRICE BUYER PTS. COUNTER 1		DEMO: DEMO (W255A)		# OF SET FROM (DATE) TO (DATE)		POD POS	
CALC. (↑) X CALC. (↑) / CALC. (↑)		CALC. (↑) X CALC. (↑) / CALC. (↑)		= #		= #	
CALC. (↑) X CALC. (↑) / CALC. (↑)		CALC. (↑) X CALC. (↑) / CALC. (↑)		= #		= #	

FIG.50

ONLY IF CONTRACT IS COMPLETED

CONTACT # CONTRACT DATE		BUYER: AGENCY NAME BUYER NAME ADVERTISER PRODUCT		SELLER: STATION NAME MARKET SELLER NAME		<input type="button" value="OPEN CONTRACT TO RE-WORK"/> <input type="button" value="OPEN SUPPORTING BID"/>	
FLIGHT DATES	DAY/TIME	PROGRAM	# OF SPOTS	EFFECTIVE DATES	LENGTH	M-G TYPE	DEMO/RTG RATE CLASS
<u>AVAIL SET 1:</u> <input type="button" value="VIEW FREQ. DETAILS"/> GO TO FIG.5Q							
6/3/98-6/26/98	MF	AM NEWS	2	6/3-6/5	30	QTR.	W2554/1 300 PRE
6/3/98-6/26/98	MF	AM NEWS	2	6/24-6/25	30	QTR.	W2554/1 300 PRE
<u>AVAIL SET 2:</u> <input type="button" value="VIEW FREQ. DETAILS"/>							
6/3/98-6/26/98	MF	SPIN CITY	2	6/3	30	QTR.	W2554/5.5 4000 PRE
<u>AVAIL SET 3:</u> <input type="button" value="VIEW FREQ. DETAILS"/>							
6/3/98-6/26/98	MF	DARMA AND GREG	2	6/24	30	QTR.	W2554/7 4500 PRE
<b>TOTAL:</b>						9 9100	
						<input type="button" value="BUYER AGREE"/> <input type="button" value="SEND TO SELLER"/>	

FIG.5P

CONTRACT #  
CONTRACT DATE

GO TO FIG. 5P

BACK TO FIRST PAGE OF CONTRACT

# FREQUENCY DETAILS

## AVAIL SET 1:

FLIGHT DATES	DAYTIME	PROGRAM	# OF SPOTS	EFFECTIVE DATES	LENGTH	M-G TYPE	DEMO/RTG	RATE	CLASS
6/3/98-6/26/98	MF	AM NEWS	2	6/3-6/5	30	QTR.	W2554/1	300	PRE
6/3/98-6/26/98	MF	AM NEWS	2	6/24-6/25	30	QTR.	W2554/1	300	PRE

# OF SET	FROM (DATE)	TO (DATE)	POD	POS.
1	6/3	6/3	1	ANY
1	6/5	6/5	1	ANY
2	6/24	6/25	ANY	ANY

BUYER COMMENTS AND INSTRUCTIONS:

**FIG. 5Q**

STATION NAME  
USER NAME

SELECT DATE AND PROGRAM TO VIEW NIELSEN DATA

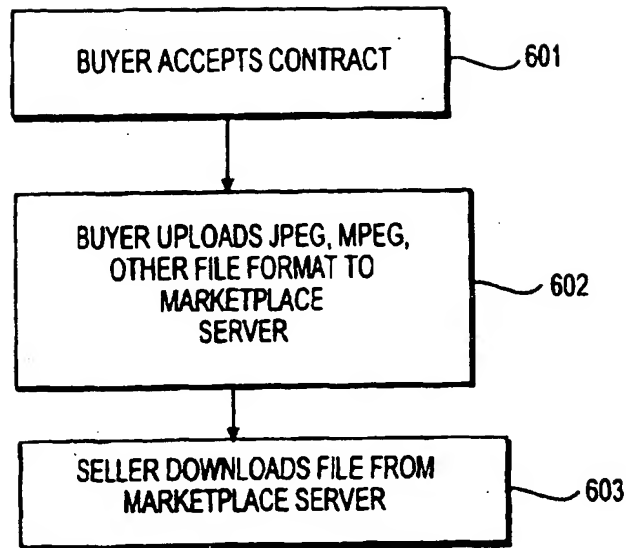
PROGRAM:

DATA:

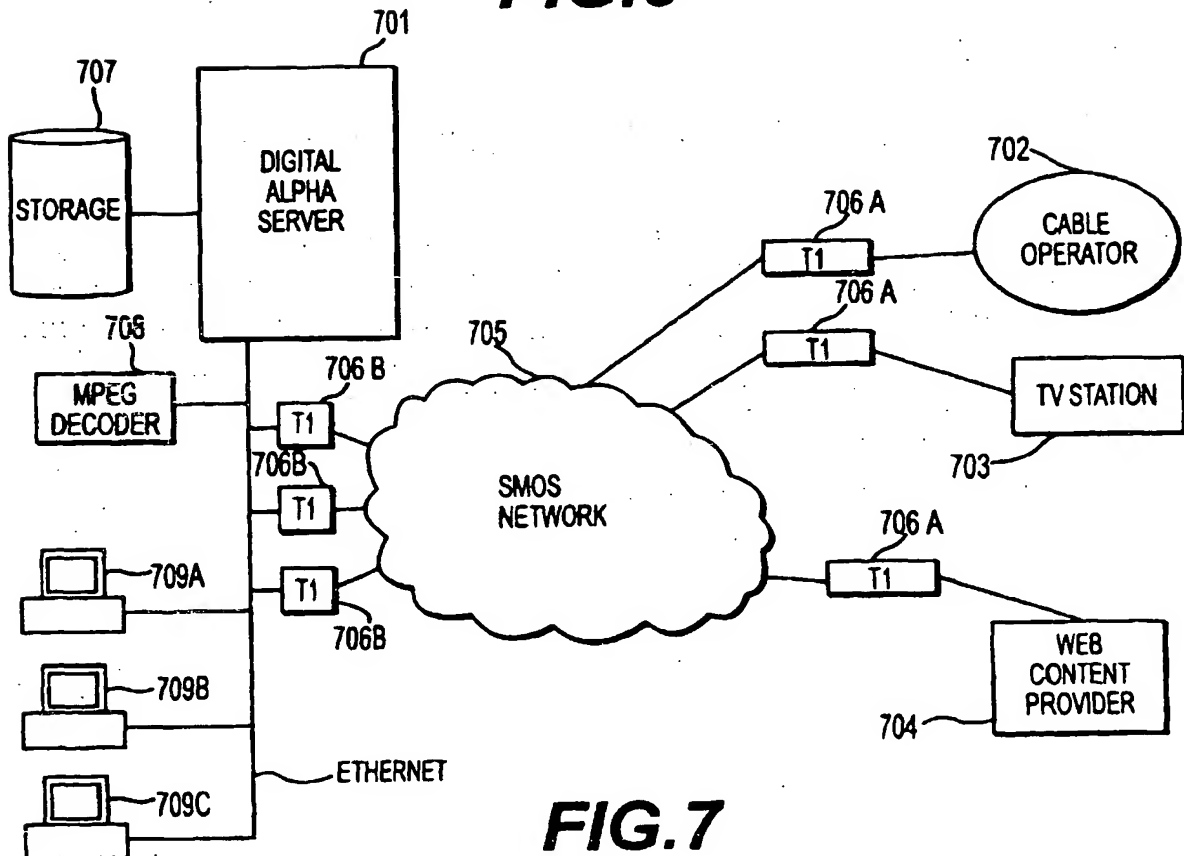
PROGRAM STANDARDS

SEARCH NIELSEN DATA

**FIG. 5R**



**FIG. 6**



**FIG. 7**



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